



FY 2001 Customer Satisfaction & Top 200 Users Composite Survey Report

**Prepared by:
Proactive Customer Advocacy Program
Marketing Team
Marketing and Registration Division
Directorate of User Services**

September 2001

Report Documentation Page		
Report Date 01SEP2001	Report Type N/A	Dates Covered (from... to) -
Title and Subtitle FY 2001 Customer Satisfaction & Top 200 Users Composite Survey Report		Contract Number
		Grant Number
		Program Element Number
Author(s)		Project Number
		Task Number
		Work Unit Number
Performing Organization Name(s) and Address(es) Proactive Customer Advocacy Program Marketing Team Marketing and Registration Division Directorate of User Services DTIC 8725 John J. Kingman Rd., Ste. 0944 Ft. Belvoir, VA 22060-6218		Performing Organization Report Number
Sponsoring/Monitoring Agency Name(s) and Address(es)		Sponsor/Monitor's Acronym(s)
		Sponsor/Monitor's Report Number(s)
Distribution/Availability Statement Approved for public release, distribution unlimited		
Supplementary Notes The original document contains color images.		
Abstract		
Subject Terms		
Report Classification unclassified		Classification of this page unclassified
Classification of Abstract unclassified		Limitation of Abstract UU
Number of Pages 21		

Part I: YEAR 2001 Annual Survey Composite Data Report

Purpose: Our continued success or failure depends on our ability to learn what our customers really want and need. To successfully achieve this purpose, it is imperative that we gain a "customer-valued" perspective of how well we are doing in meeting customer expectations. In other words, do we provide the kind of products, services and customer care that compels customers to choose us rather than other available sources? To ensure that we gain this requisite knowledge, we surveyed both the general user population (Part 1) and our Top 200 core users (Part 2). Both surveys were specifically designed to meet the following knowledge objectives:

- To improve customer retention
- To determine the quality of customer care and support
- To track the effects of change in product and service quality
- To indicate trends in products, services and customer care
- To determine the perceived quality of products, services and web pages
- To benchmark our quality results with other federal government agencies

Incorporating data from Parts 1 and 2 will not only provide a more balanced look at DTIC's overall service performance but it will pinpoint key service area positives and negatives. Core users are critical to DTIC's future success, because they represent our best opportunity for continued growth. Core users accounted for 86 percent of all FY 2000 billing, 86 percent of all document orders and nearly 50 percent of all full-text downloads. The chart in figure 1 below details the importance of Core customers to our overall operational performance. Note: FY 2000 financial data was utilized in order to provide four consecutive quarters of operating results within the same fiscal year.

Comparative Analysis of DTIC Users Annual Billing and Ordered Documents FY00

Total DTIC Billing vs. TOP 200				Specific Core User Data	
DTIC Operational Data	All DTIC Customers	Top 200 (275 actual users)	Overall % (Scale: 1-100)	Top 25 Users	Top 100 Users
FY 2000 Billing	\$660,081.60	\$572,470.35	86%	\$216,774.75	\$431,697.35
Documents Ordered	38,729	33,126	86%	1,1593	25,436
Secure STINET Download	3,755	1,808	48%	829	1,459

Fig 1

Methodology: Web-based, email and one-on-one telephone interviews were the collection methods selected for both survey

efforts. These multiple collection paths were selected not only to offer our users a variety of survey response options, but also to increase response rates. The Overall population universe samples used in both surveys were extracted from DURS and the Customer Contact Database.

The 1,679-user sample for the annual Customer Satisfaction survey was derived from a computer generated random sample of all qualified DTIC users (less Top 200 users). In addition, the Top 200 sample was based on three key performance criteria: (1) Total FY 2000 billing, (2) Total documents ordered and (3) 25 or more full-text downloads from Secure STINET. Overall response rates for both surveys (44% and 84% respectively) exceeded the American Psychiatric Association (APA) requirements for a 95 percent confidence level with a + or - 5 percent precision rate.

Overall Response Rates

FY 2001 Overall Response Rates	Customer Service Survey (Part 1)	Top 200 (Part 2)	Overall (Parts 1 & 2)
Sample Size	1,679	213	1,892
Respondents	733	179	912
Response Rate % (Scale: 1-100)	44%	84%	---

Parts 1 & 2 are within the 95% confidence level + or - 5% as established by the APA for descriptive surveys.

Fig 2

Comparative Benchmarking: Results obtained from the 2001 Customer Satisfaction Survey have been measured against individual and composite results of **31** Federal Government agencies which participated in the 2000/01 American Customer Service Index (ACSI) process. Some individual Federal Government agencies scored somewhat lower (1-2%) in 2001, but the overall benchmark score remained unchanged. Eight common customer/product/service quality factors gathered from both DTIC surveys were measured against the best results of 5 comparable Federal agencies as determined by the ACSI study. The 2000 study commissioned by General Service Administration (GSA) and the President's Management Council (PMC), established the benchmark and the baseline for Federal Government agencies at **68.6%**. A total of **31** Federal agencies (agencies selected serve 90-95% of all Federal Government customers) participated in the study. (See Appendix F)

DTIC 2001 Customer Service Elements	Top 200 DTIC Composite Score	Customer Satisfaction Survey DTIC Composite Score
--	---	--

DTIC Composite Scores	77%	76%
ACSI Federal Gov't Benchmark	68.6%	68.6%
GAP	+8.4	+7.4

Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 3

Overall Findings by Issue (Top 200 Survey 2000/01 & 2001 Customer Satisfaction Survey:

The data contained in the chart below (Fig 4) is a composite of customer-based issues extracted from the FY 2000/01 Top 200 and FY 2001 Customer Satisfaction Survey. The "check mark(s)" adjacent to the specific findings denotes the survey from which the responses (overall findings) were extracted.

Overall Findings	FY 2000 Top 200 Survey	FY 2001 Customer Satisfaction Survey	FY 2001 Top 200 Survey
Demographic			
The majority of our Top Users are Librarians who act as information providers/sources for others.	✓		✓
The majority of users responding came from four user groups: Research Analysts, Engineers, Librarians and Scientists respectively.		✓	
Nearly half of all respondents were new users (6 months or less).		✓	
A third of all respondents reported being registered with DTIC for less than one year.			✓
The majority of Top users describe their organization as either DOD or Industry/Corporate.	✓	✓	✓
Access/Communications			
Users find that the majority of their information needs are met by searching DTIC's collections. However, they do express concern for currency, ease of use and availability of documents for downloading.	✓	✓	✓
Top users prefer to order from DTIC online followed by telephone and fax.	✓		✓
Customers overwhelmingly use the telephone (other than placing orders) to access DTIC. In addition, the majority of Top Users prefer email as their primary means of receiving informational updates.	✓		✓

Half of all users responding have contacted DTIC by phone in the past 12 months.		✓	
The majority of users have accessed the DTIC Homepage within the past 12 months.	✓	✓	✓
The majority of users reported document delivery times met their expectations, but order status (tracking) was rated low.		✓	✓
Overall Findings (continued)	FY 2000 Top 200 Survey	FY 2001 Customer Satisfaction Survey	FY 2001 Top 200 Survey
A majority of Top Users surveyed have accessed the DTIC Homepage and find that it provides helpful information.	✓	✓	✓
The majority of users rated our homepage as average with low ratings for navigation, content and organization.	✓	✓	✓
Users want quick responses to their voice mail and fax inquiries.	✓	✓	✓
The majority of users want improved telephone access to DTIC. In addition, the vast majority of customers reported that it is very important to extremely important to speak with a "live person" when calling DTIC.	✓	✓	✓
Customer Service Issues			
Services delivered by the Registration staff were rated above average. However, collateral issues not directly controlled by DTIC Registration, like the DD Form 55 process, and timely DD 1540 authentication did affect user perception and overall satisfaction levels.	✓		✓
Services delivered by Reference and Retrieval staff were scored above average. However, users found significant differences in the levels of customer support afforded by individual staffers.	✓		✓
Services delivered by the Order Status Help Desk were the subject of praise as well as a significant number of negative user comments. Users are annoyed at the level of customer service afforded and the order tracking process that is perceived as inefficient and not responsive to their needs.	✓		
Users found notable differences in the levels of customer support afforded by individual staffers.	✓	✓	✓
Users were annoyed at the level of customer service afforded and the lack of time responses to their need..	✓	✓	✓

A significant number of Top users are annoyed with the lack of responsiveness to their inquiries and the speed of service afforded.	✓		✓
Overall Findings (continued)	FY 2000 Top 200 Survey	FY 2001 Customer Satisfaction Survey	FY 2001 Top 200 Survey
Marketing Communications			
The majority of users agreed that DTIC did a good job of informing users about Registration issues. However, collateral issues not directly controlled by DTIC Registration, like the DD Form 55 process and lack of response by COTR/Sponsor personnel in the 1540 signature process were mentioned as user difficulties.		✓	✓
Top users are satisfied that DTIC does a good job communicating (transmitting/mailling) information about new changes in and/or enhanced product and service offerings, training opportunities, and submitting documents, but order status still rates low.	✓	✓	✓
General Findings			
Top Users are very satisfied with DTIC as an information provider.	✓		
The vast majority of users reported that DTIC is very important to the accomplishment of their business objective.	✓	✓	✓
Users find our products and services are of high quality.	✓	✓	✓
The vast majority of users would recommend DTIC to a colleague.	✓	✓	✓
A significant majority of Top users report that DTIC has a high impact to very high impact in supporting their overall mission.			✓

Fig 4

LEFT BLANK ON PURPOSE

Customer-Defined Issues for Further Study:

After carefully examining the FY 2000/01 Top 200 and FY 2001 Customer Satisfaction Survey quantitative and qualitative data, three key issues were identified as requiring further study.

Issues for Further Study	FY 2000 Top 200 Survey	FY 2001 Customer Satisfaction Survey	FY 2001 Top 200 Survey
Customer Service Issues			
Timely Access: User difficulties in accessing designated DTIC personnel.	✓	✓	✓
Timely Response: User questions, inquiries and problems not addressed in a timely manner.	✓	✓	✓
Document Ordering Processes: User dissatisfaction with existing order placement, confirmation and tracking processes.	✓	✓	✓
Communication Process: User demand preference for speaking to a "Live Person" versus the voice mail process.	✓	✓	✓
Interpersonal Communication/Customer Care Skills: Marginal levels of Customer Service-unfriendly or non-responsive Staff behavior.	✓	✓	✓
Acquisition Issues			
Collection: Users expressed concern for the availability and quality (document and Microfiche) of the collection..	✓	✓	✓
Policy Enforcement: Users feel more emphasis should be placed on enforcement of the DOD policy, requiring federal government and private sector organizations to submit documents to DTIC.	✓	✓	✓
Collateral Issues			
DD Form 55: Despite noted improvements, users want and need an electronic version of the form with a matching source database for timely submission and tracking functions.	✓	✓	✓
DD Form 55: Despite noted improvements, Top Users want and need an interactive electronic version of the form with a matching source	✓	✓	✓

database for submission and tracking functions.			
DD Form 1540 Authorization: Users are still experiencing real difficulties in obtaining timely sponsor/COTAR approvals for both initial and additional DOD contracts.	✓	✓	✓
Issues for Further Study (continued)	FY 2000 Top 200 Survey	FY 2001 Customer Satisfaction Survey	FY 2001 Top 200 Survey
DD Form 1540 Electronic Version: The new electronic version is an improvement, but it really doesn't meet Top Users' needs because it is not interactive.			✓

Fig 5

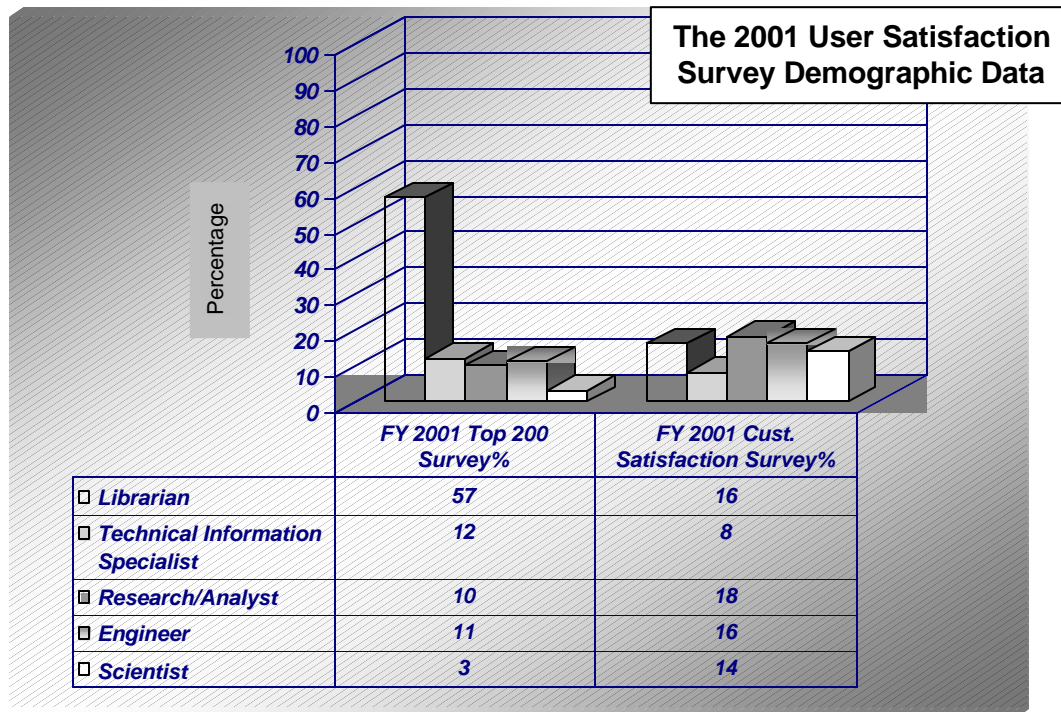
LEFT BLANK ON PURPOSE

PART II: Graphical Data Review

Job Position Status and Organization Type:

Demographic data contained in this section is based on composite responses from the **733 users** who responded to the Customer Satisfaction survey and the **179 users** who participated in the Top 200 customer satisfaction process.

User Status (Job/Position):



% Figures represent only the top (5) job position.

Note: % Totals may not equal 100% Fig 6

User Organization Type:

Organizational Status	FY 2001 Top 200	FY2001 Customer Service Satisfaction
DOD-Military Services Agencies	57%	52%
Non-DOD Federal Gov't.	5%	1%
Gov't. Contract/Private	33%	35%
Academia: College/Univ.	5%	11%

Other		1%
-------	--	----

Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 7

Time as a Registered User:

The data displayed in (Fig 8) below defines respondents time registered for DTIC. Time data is important because it aids in discovering differences/similarities in user opinions. To better define these issues, different measurement scales (time increments) were deployed for the Customer Satisfaction and Top 200 User Surveys.

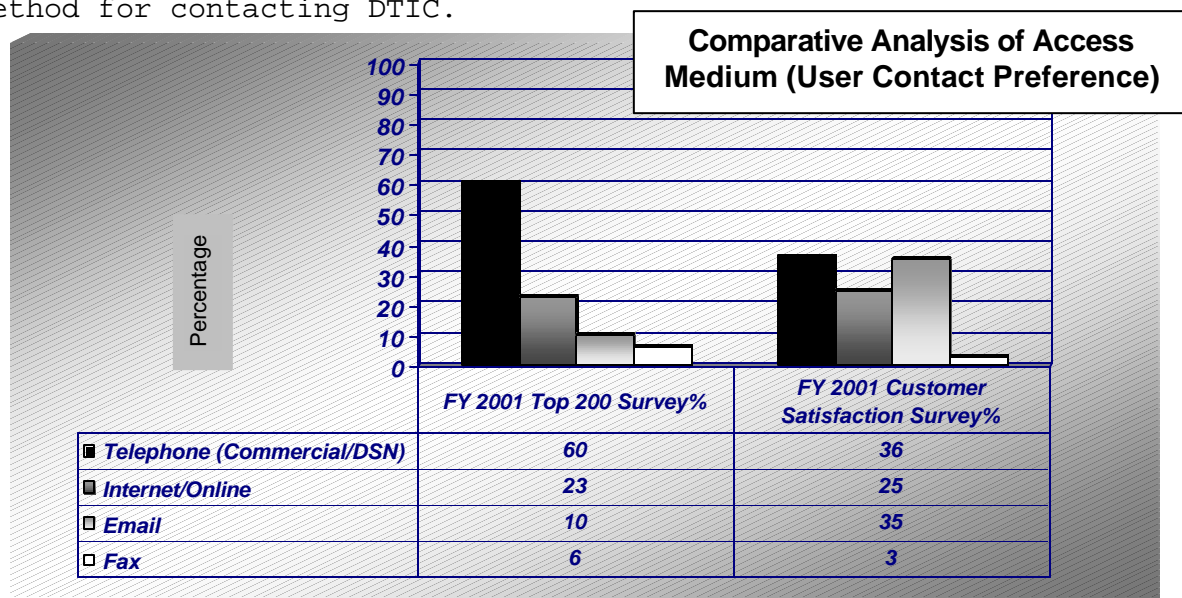
	6 months or less	Less than 1 year	7 months- 2 years	1-2 years	3-5 years	6 or more years
FY 2001 Top 200 Survey		34%		11%	17%	38%
FY2001 Cust. Service Satis. Survey	47%		22%		18%	13%

Note: % Totals may not equal 100%

Fig 8

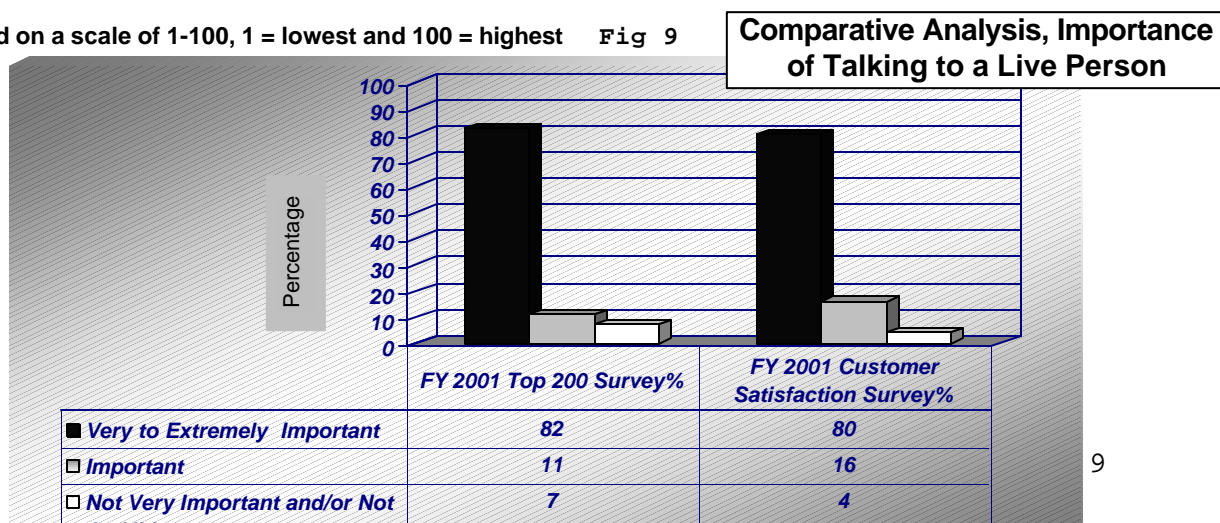
Corporate Access, Media Preferences and Contact Data:

Despite significant increases in Internet/On-line access, the majority of DTIC users still use the telephone as the preferred method for contacting DTIC.



Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 9



Based on a scale of 1-100, 1 = lowest and 100 = highest Fig 10

Effectiveness of Corporate Communications:

The data contained in (Fig 11) below describes the effectiveness of DTIC's marketing communication efforts. In other words, "How well do we get the word out?"

Comparative Analysis on Effectiveness of Corporate Communication

FY 2001 TOP 200	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
Product /Service Changes	92%	6%	3%
Training Opportunities	87%	0	13%
Submitting Documents	63%	8%	30%
Ordering Documents	93%	0	7%
FY 2001 Customer Satisfaction Survey	Strongly Agree or Agree	Strongly Disagree or Disagree	No Opinion
Product /Service Changes	81%	4%	15%
Training Opportunities	63%	5%	32%
Submitting Documents	46%	9%	45%
Online Service	70%	6%	24%
Order Status	40%	14%	46%
Annual Conference	57%	2%	41%

Note: % Totals may not equal 100%

Fig 11

Overall Product/Service Quality Rating:

The data presented in (Fig 12) below is composite in nature. It represents the combined opinions and experiences of respondents in their overall evaluation of DTIC's products and services.

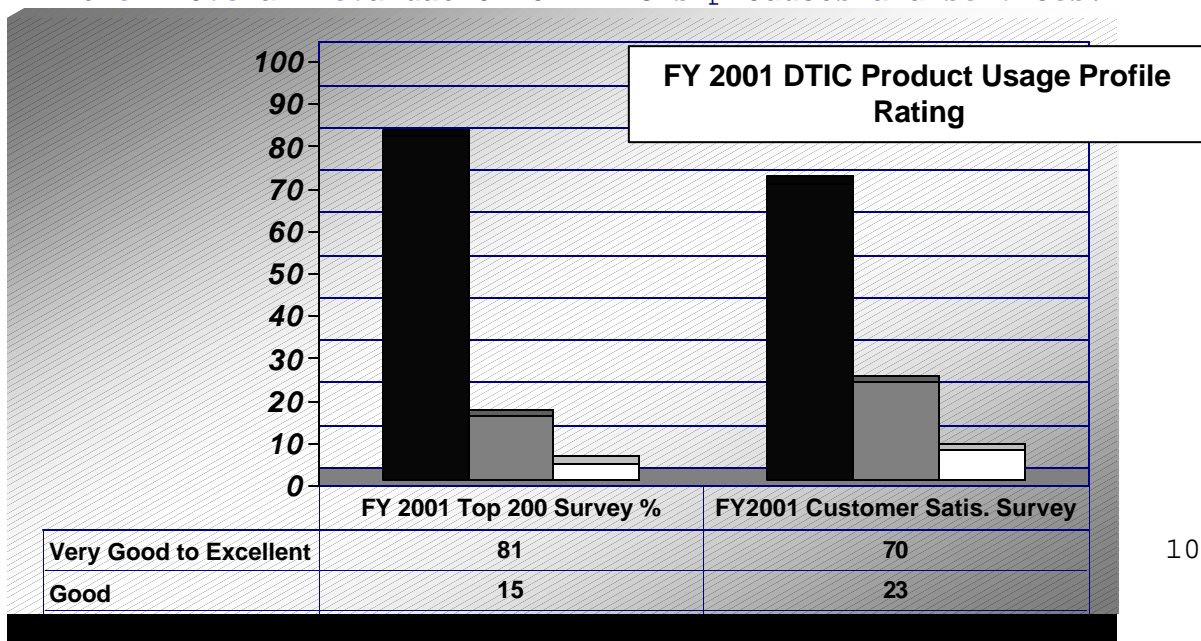


Fig 12

The data contained in (Fig 13) below describes core users' quality ratings for the products and services they currently use. Due to their high usage levels, core users' quality ratings are critical to understanding how best to improve our current product and services offerings. The data contained in (Fig 14) below was extracted from the 2001 Customer Satisfaction survey and represents overall satisfaction levels with DTIC's products and services.

Core Users' Individual Product/Services Performance Rating:

(FY2001 Top 200) DTIC's Product/Service Usage Profile Rating	Mean Rating	Very Good Excellent	Good	Poor Fair
Automatic Doc. Dist. (ADD)	77%	81%	19%	0
WED-Web Enabled DROLS	75%	79%	16%	5%
Classified DROLS	68%	67%	18%	14%
Public STINET	73%	69%	24%	7%
Secure STINET	73%	71%	23%	7%
CAB	76%	76%	19%	6%
ECAB Docs	75%	72%	26%	2%
ECAB	73%	72%	15%	14%
TR Database on CD-ROM	76%	77%	13%	10%
*Overall Rating	74%	74%	19%	7%

Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 13

General Users Overall Product/Service Performance Rating:

2001 Customer Satisfaction Survey	Mean Rating	Very Good Excellent	Good	Poor Fair
Product/Service Quality Rating	72%	70%	23%	7%
Overall Rating	72%	70%	23%	7%

Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 14

Importance of DTIC to accomplishment of Business Objectives and Mission Support:

The graph (Fig 15) below describes DTIC's impact in support of overall core user mission and accomplishment of their business objectives

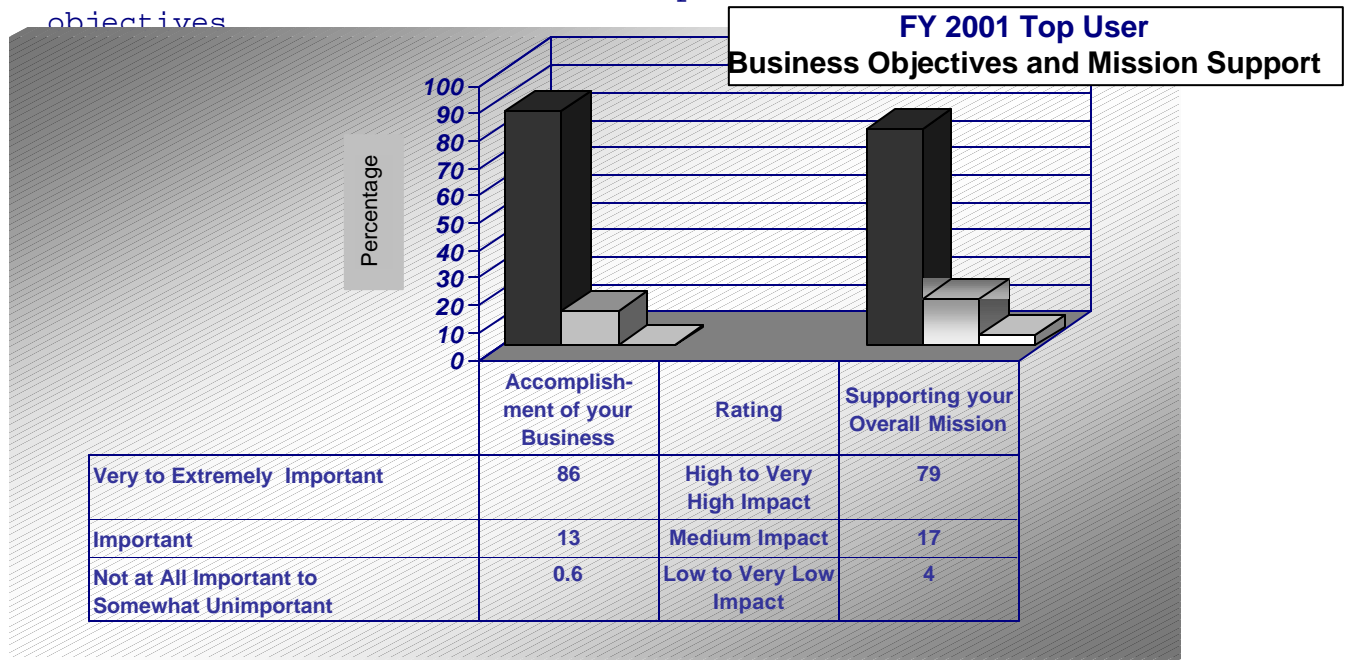


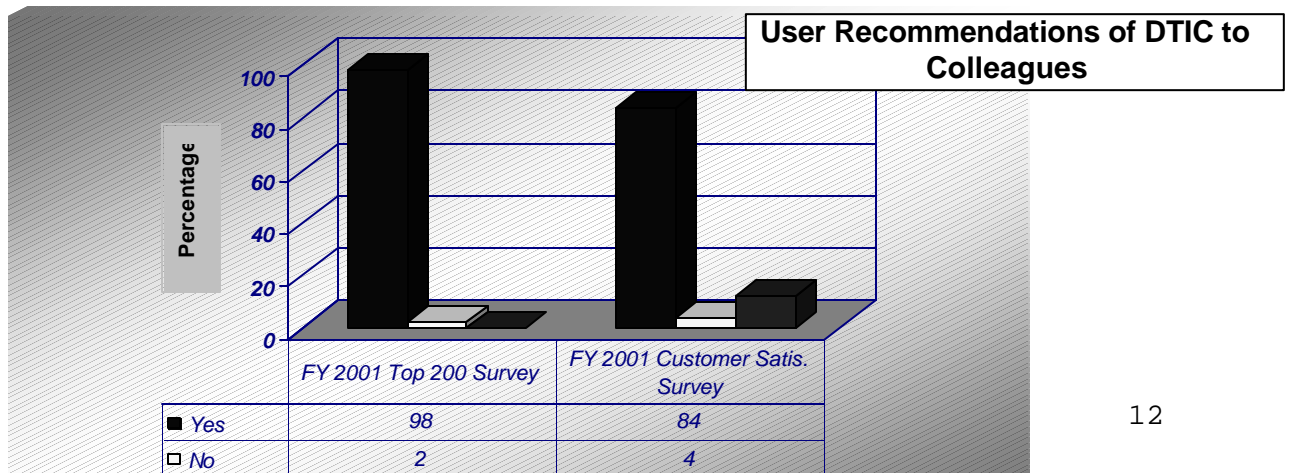
Fig 15

Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 15

Recommend DTIC Product(s) and/or Service(s) to Colleagues:

In the Information Technology (IT) service industry, "word of mouth" advertising (user recommendation) is a very powerful tool. A customer recommendation not only tells the colleague (perspective customer) that the user has confidence and trust in the organization, but also in its people and the products/services they provide. A strong user recommendation is also a positive indicator of brand (product/service) loyalty.

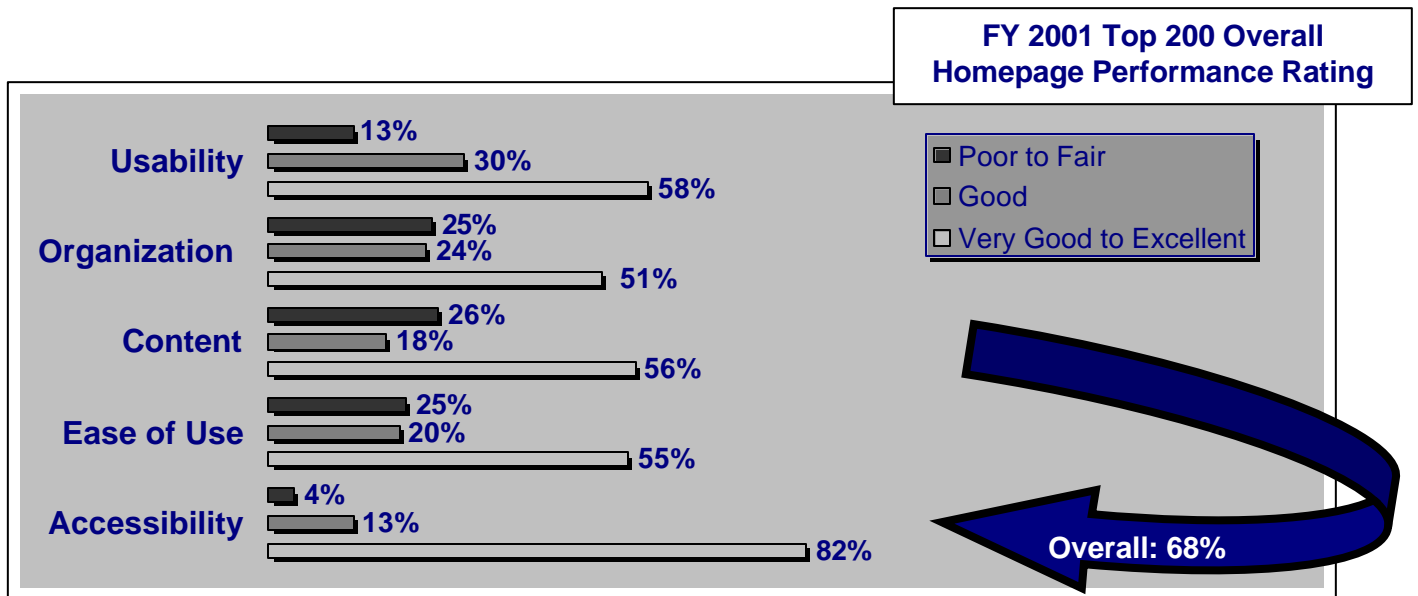


Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 16

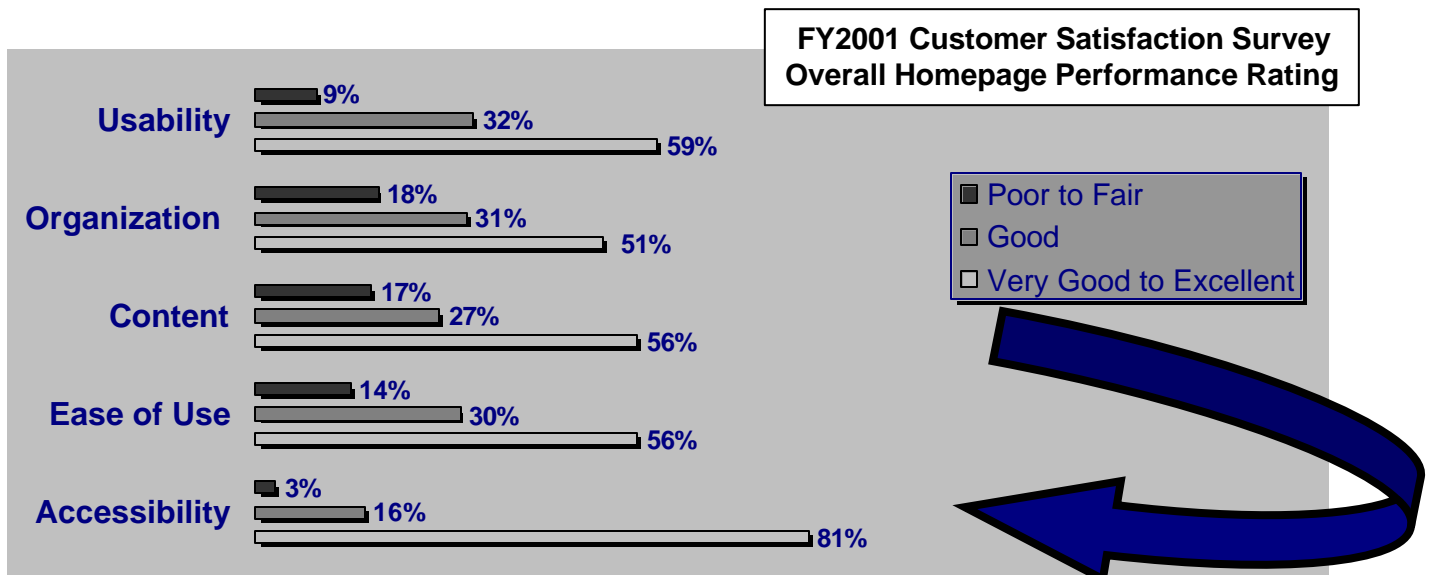
Homepage Performance Rating:

Homepage Performance ratings are important for two basic reasons. First, it is to measure the current level of satisfaction with DTIC's existing homepage. Secondly, customer input is critical in determining which specific areas within our homepage need to be improved, changed and/or eliminated.



Based on a scale of 1-100, 1 = lowest and 100 = highest

Fig 17



Based on a scale of 1-100, 1 = lowest and 100 = highest
Fig 18

Part III: Target Market User Profiles

9 in 10 users responding to both surveys reported their current organization as DOD or Industry. Due to the high percentage of responses from these two user groups, only DOD and Industry User profiles are presented in this analysis. **DOD users** included uniformed military and DOD civilian employees. **Industry users** included small business, corporate and government contractors.

DOD and "Warfighter" User Profile

Job Position Status	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Engineer	9%	20%
Researcher/Analyst	5%	18%
Librarian	63%	13%
Technical Information Specialist	15%	7%

Note: % Totals may not equal 100%

Fig 19

Longevity/Registered for:	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
6 months or less	---	49%
Less than 1 year	32%	---
7 months -2 years	---	23%
1-2 years	11%	---
3-5 years	16%	19%
6 or more years	42%	9%

Note: % Totals may not equal 100%

Fig 20

Product and Service Usage	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Public STINET	66%	59%
SSTINET	65%	42%
WED DROLS	73%	25%

Classified DROLS	30%	7%
ADD	34%	3%
CAB	23%	3%
ECAB	39%	15%
ECAB Docs	7%	---
TR Database on CD-ROM	54%	12%

Note: % Totals may not equal 100% **Fig 21**
(continued DOD and "Warfighter" User Profile)

Product and Service Quality Rating	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Very Good to Excellent	80%	73%
Good	16%	21%
Poor to Fair	5%	7%

Note: % Totals may not equal 100%

Fig 22

Customer Satisfaction Rating	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Very Good to Excellent	81%	77%
Good	11%	18%
Poor to Fair	8%	4%

Note: % Totals may not equal 100%

Fig 23

Homepage Satisfaction Rating	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Very Good to Excellent	66%	62%
Good	19%	26%
Poor to Fair	15%	12%

Note: % Totals may not equal 100%

Fig 24

Corporate Communications	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Very Good to Excellent	88%	64%
Good	8%	33%

Poor to Fair	4%	4%
--------------	----	----

Note: % Totals may not equal 100%

Fig 25

Industry User Profile

Job Position Status	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Librarians	50%	21%
Researchers/Analysts	12%	20%
Engineers	19%	15%
Security Officers/Specialists	4%	15%
Scientists	7%	13%

Note: % Totals may not equal 100%

Fig 26

Longevity/Registered for:	FY 2001 Top 200	FY 2001 Customer Satisfaction Survey
6 months or less	---	48%
Less than 1 year	36%	---
7 months -2 years	---	16%
1-2 years	12%	---
3-5 years	21%	17%
6 or more years	31%	20%

Note: % Totals may not equal 100%

Fig 27

Product and Service Usage	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Public STINET	61%	62%
SSTINET	71%	50%
WED DROLS	89%	34%

Classified DROLS	7%	4%
ADD	13%	0
CAB	41%	13%
ECAB	43%	21%
ECAB Docs	21%	---
TR Database on CD-ROM	29%	9%

Note: % Totals may not equal 100%

Fig 28

(continued Industry User Profile)

Product and Service Quality Rating	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Very Good to Excellent	76%	66%
Good	19%	25%
Poor to Fair	5%	9%

Note: % Totals may not equal 100%

Fig 29

Customer Satisfaction Rating	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Very Good to Excellent	71%	69%
Good	21%	23%
Poor to Fair	9%	8%

Note: % Totals may not equal 100%

Fig 30

Homepage Satisfaction Rating	FY 2001 Top 200 Survey	FY 2001 Customer Satisfaction Survey
Very Good to Excellent	56%	61%
Good	24%	25%
Poor to Fair	20%	13%

Note: % Totals may not equal 100%

Fig 40

Corporate Communications	FY 2001 Top 200 Survey %	FY 2001 Customer Satisfaction Survey %
Very Good to Excellent	79%	62%
Good	19%	28%
Poor to Fair	2%	10%

Note: % Totals may not equal 100%

Fig 41

Part IV: Significant User Comments

Written comments can be relevant if they meet two basic requirements; first, they must clearly describe "why" a particular user responded positively or negatively to a given question. Secondly, user comments can be fairly evaluated based on "frequency" of use (number of times specific issues are mention by individual respondents). More than 200 users included written comments in both surveys. The salient comments displayed below represent an objective sampling of user opinions.

Favorable User Comments:

1. "Amazon.com should take lessons from you on how to run a business."
2. "DTIC is a great national resource. ...I feel you've definitely been a leader in the Internet age!"
3. "DTIC is easiest of all DOD related vendors/suppliers to use. I don't find myself dreading making contact with them, and that is not true of others."
4. "Keep up the good work. It's a fabulous, responsive organization, more so than any government agency with which I've dealt. And putting unclassified reports online is wonderful."
5. "I am an enthusiastic DTIC supporter and feel our registration has been an important contribution which I have made to the company. Once I discovered the price savings, which DTIC offers, I seldom use NTIS. I have taken advantage of numerous training opportunities and find DTIC staff outstanding in courtesy and approachability...."
6. "DTIC has provided extraordinary enhancements to the

installation in terms of current and historical data and information to assist in decision-making and analyses. I'd be lost without it. Keep up the great work!"

Unfavorable User Comments:

1. "As a 'Warfighter' I expect rapid response times. When I ask a question or need information, I expect to have someone call back within 24-48 hours!"
2. "...your service to the customer still lags behind your technology. Tracking orders effectively and timely response would go miles toward improving the current status of service."
3. "Great products and services. But the best products without responsive, caring staff spells danger especially for the customer. Your people need to be more focused on our needs and respond accordingly."
4. "The number one problem is getting to a live person within a reasonable time. And, secondly, after leaving a number of voice mail messages and not getting a single response...not one! If customers and their issues are important to you, you sure don't show it."
5. "...The one area where you really need to focus your efforts is improving your response to customer times. The sticking point is simply that we expect our calls and email message to be reviewed and solutions forwarded within a 24-48 hour window. In reality, it just doesn't happen and that detracts from the quality of your services. Even if you don't have a solution, please keep us informed as to the status of our request. A simple emails or phone call would be sufficient. Make this issue a topic of importance with your entire staff. When you respond in a timely fashion, you build up confidence with your people and your products."
6. "My organizational leaders make listening and responding to customers a priority. This is a core value that you need to learn, practice and institutionalize."

Part V: Recommendations

***Pending

